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Write for catalog and prices on Fairway mower equipment, gangs and tractors. Thousands of NATIONAL mowers have satisfied owners covering every state.

expense to clubs; either ice must be supplied to coolers or artificial refrigeration used.

McClain Brothers Co. has solved this problem for clubs with their Kooldrink outfit, which consists of a heavy sectional casing to be driven into the ground 20 or 30 feet. From the present club water system, water is forced to the bottom of the casing where it becomes cooled by the lower temperature of the deep-lying soil. When the drinking fountain valve is opened, this cold water returns to the surface through a small inside pipe connected direct to the fountain nozzle.

There are no delicate parts and the first cost is the only cost.

Interested club officials are urged to write McClain Brothers for full details and prices.

PIMM'S "NO. 1 CUP" IN BID FOR CLUB POPULARITY

Chicago, Ill.—Heaton Wine & Spirit Corp., 612 N. Michigan avenue, and 30 Rockefeller Plaza, New York City, is making a big drive to introduce Pimm's "No. 1 Cup" to U. S. golfers. The drink is composed of gin, French vermouth, cointreau and several secret ingredients, and a jigger of it is poured in a tall glass, to which is added lemon soda, plenty of ice, cucumber rind and mint. It is a summer drink, very smooth, very palatable, very cooling and with an unsuspected "kick."

Pimm's 50 years of popularity in England suggests that club managers searching for a "different" summer taste sensation to present to their members will do well to write the Heaton Corp. for prices and full information.

PAYS TO PROTECT PROS, SAYS ED CONLIN

Revival in the golf business is putting the pros back in the driver's seat firmer than ever before, says E. C. Conlin, golf ball sales manager of U. S. Rubber Products, Inc.

Buying "at wholesale" and other cut-price deals gave the pros a whipping that not only cost them millions in legitimate sales income, but caused a dangerous diverting of purchases from proper channels, points out Conlin, who took a courageous step to eliminate this practice when the historic "U. S. Golf Ball Selling Policy" statement was issued as a platform of the company's sales practices.

The company agreed not to sell U. S. golf balls at trade prices to anyone but professionals and other legitimate dealers in golf equipment, not to sell golf balls to the U. S. Rubber Co. customers in other lines for personal use or the use of their friends, and not even to sell U. S. golf

balls to the company's own employes for their own use or that of friends. It further agreed not to sell U. S. balls to any retailer at a price less than the pros pay. Conlin declares that the staunch maintenance of this pro protective policy by the U. S. company and the pro patronage forthcoming in appreciation of the policy are proving highly effective in putting the pros in a commanding position in golf merchandising.

ACUSHNET INSTALLS MORE X-RAY MACHINES

New Bedford, Mass.—Additional X-ray equipment has been installed in the Acushnet factory here for the inspection of golf ball centers. The perfectly centered cores of Acushnet balls are proving correctness of their theory by performance, Phil Young, Acushnet head, says.

BALL SALES BOOSTED BY SLOT MACHINE VENDING

Chicago, Ill.—Golf ball selling through slot machines which has been pleasantly and profitably successful on the west coast for two years and in Florida last season, is to be presented to the pros nationally by the Pro Golf Ball Machine Co., 21st floor, 8 S. Michigan avenue, Chicago. The company already has installed some machines in Chicago. Reports from Chicago district pros confirm the California and Florida endorsements of the devices.

The machines pay out 75-cent balls which are bought from the pros in whose shops the machines are installed. The device demonstrated its popularity promptly at a number of prominent clubs and for some time has been a feature of entertainment and sales promotion in such sales shops as those at Brentwood, Riviera, Fox Hills, Olympic, Lake Merced, Sequoia, Chula Vista, Palos Verde, Santa Monica, Santa Anna, Montecito, Montebello, Sun-



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Prove the Double Economy of FUNGOL on Your Own Greens! The Test Will Pay You Well

This newer idea of supplying a combination Putting Green Fungicide and Vermicide should interest every Greenkeeper and Club Manger who wants to save.

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The performance record of FUNGOL in past years on hundreds of Golf Courses has established this product the most advantageous one for Brown Patch and eradication of earthworms, cutworms, sod webworms, grubs, etc.

Your Fungicide dollars will go farther by using FUNGOL because of its very large covering capacity. Each pound treats not less than 3,500 square feet of Green.

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